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Thailand

Wine Market Study in Thailand 2005

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Report Highlights:

In recent years, various studies confirm the rising trend in Thai alcohol consumption. 2004 saw an increase of 10 percent in total volume and 31 percent in term of value for wine imports over the previous year. U.S. wine is one of the top five major players in the imported wine market in Thailand. U.S. wine importers set a new record in 2004 with an increase in sales value of 72.10 percent and 50.12 percent in sales volume over 2003.

Includes PSD Changes: No
Includes Trade Matrix: No
Unscheduled Report
Bangkok [TH1]
[TH]

I. Market Overview

In Thailand, alcohol has been in use as part of social rituals for centuries. Over the past ten years, alcohol consumption has doubled in Thailand. Competition in the alcoholic drink industry to stimulate demand has been intense, with about 62.5 USD million spent on alcohol advertisements annually. The ad campaigns has been successful with alcohol consumption surging, from an average of 24.8 liters per capita (6.4 gallons) in 1991 to 41.6 liters in 2001, making Thais the fifth heaviest drinkers in the world after the Portuguese, the Irish, residents of the Bahamas, and the Czechs according to the Thai Ministry of Health in 2004. According to the Thai Excise Department, there was an increase of 10 percent in total volume and 31 percent in term of value for wine imports in 2004 versus the previous year.

The major players in the imported wine market in Thailand are France, Australia, Italy, Chile and the United States. According to last year's statistics reported by the Thai Custom Department, the market value of imported wines in 2004 is around 9.7 USD million. France has the biggest share of this wine market (34 percent), follow by Australia with 30 percent, and Italy and Chile suppliers with market shares of 13 percent and 8 percent respectively. The U.S. is now ranked fifth at six percent, while Spain and New Zealand are tied at sixth with just over two percent.

There is a promising sign for U.S. wineries in this lucrative market as imports of U.S. wine sets a new record in 2004 of USD 550,498, a 72 percent increase over the sales dollar value in 2003. At present, the fourteen wine importers carry an average of 15-20 percent of their total stock in U.S. wines.

Thailand Import Statistics Wine, Wine Imports											
Year To Date: January - December											
Country	United States Dollars ('000)					% Share ('000)					% Change 2004/2003
	2000	2001	2002	2003	2004	2000	2001	2002	2003	2004	
Australia	1,317	1,087	1,621	2,362	3,258	40	40	23	34	33	38
France	3,288	2,630	3,178	1,977	2,923	16	16	46	28	30	48
Italy	947	909	901	1,041	1,298	12	14	13	15	13	25
Chile	765	702	468	563	741	9	11	7	8	8	32
United States	721	534	247	319	550	9	8	4	5	6	72
Total	7,038	5,862	6,415	6,262	8,770	86	88	93	89	90	

Thailand Import Statistics Wine, Wine Imports												
Year To Date: January - December												
Country	Unit	Quantity ('000)					% Share					% Change 2004/2003
		2000	2001	2002	2003	2004	2000	2001	2002	2003	2004	
Australia	L	773	795	1,049	1,077	1,207	12	14	19	20	20	12
France	L	2,431	2,111	1,846	1,256	1,402	37	37	33	23	23	12
Italy	L	1,212	1,257	1,345	1,518	1,798	19	22	24	28	30	18
Chile	L	483	486	443	609	627	7	8	8	11	10	3
United States	L	431	337	220	234	351	7	6	4	4	6	50
Total	L	5,330	4,986	4,903	4,694	5,385	82	86	88	87	89	

In recent years, Thais have turned their interest in consuming wine to home consumption rather than strictly at restaurants or hotels. This trend is stimulated by media conveying the health benefits that wine lends to the drinker, as compared to other types of alcohol drinks. To counteract the increase in alcohol consumption, the Government has taken steps to limit the consumption of alcohol beverages - a ban in selling alcohol products to those under 18 years old, a warning label "alcohol decreases driving ability" on containers and advertising, restricted broadcasting period for alcohol advertisement, blood alcohol

concentration limits for drivers (0.05G percent), and restricted sales period for alcohol beverages from 11 a.m. to 2 p.m. and 5 p.m. to midnight.

Reasons for drinking wine regularly/occasionally				
Regularly/Occasionally	Total	Province		
		Bangkok	Chiangmai	Phuket
Reasons:				
The taste	48%	53%	65%	35%
Health concern	38%	48%	9%	33%
Easy to drink	35%	37%	57%	25%
Compliments food dish/meal	28%	29%	26%	29%
Social functions/status	27%	39%	35%	6%
Influence from peers	20%	10%	48%	25%
To fall asleep	11%	10%	9%	13%
Social trend	10%	6%	9%	18%
Does not give a hangover	7%	7%	13%	5%

Even though consumers now enjoy a greater variety of wine available on the shelves in hypermarkets, supermarkets and wine shops, price is still a key determining factor for consumers purchasing a bottle of wine. A significant number of wine drinkers in Thailand still lack a thorough knowledge of wines, so low to medium-priced level wines (below USD 40) hold the biggest market share of about 70 percent. This price level targets middle-income classes who possess higher education levels and greater spending power. Another key factor persuading consumers to purchase wines are attractive packaging and labeling because it adds value to wine as a gift item. Wine is now becoming a popular gift given out by Thais on special occasions and festivals. The Thai wine market has more inexpensive wines than before, partially due to the appearance of new supplier countries such as Chile, Australia and New Zealand. The latter two countries in particular have benefited from recently arranged Free Trade Agreements with Thailand.

Expatriates and tourists tend to have less concern over price as they buy wines based on brand rather than price. The premium-price level wines, above USD 40 per bottle, seem to be enjoyed mostly by this target group. In addition, those high-income Thai households (USD 2,500 & over/month) who enjoy luxurious lifestyles also enjoy drinking supreme quality wines and opt to consume wines from wine shops, exclusive restaurants and hotels both in Bangkok and upcountry.

In Thailand, red wine dominates, holding about 82 percent of the wine market. The most popular varietals for red wines are Cabernet Sauvignon, Shiraz, and Merlot respectively. There is potential for growth in the dry white, sweet, and dessert wine segments. Chardonnay and Sauvignon Blanc are well known in the white wine category.

As is the same as drinkers of any other nation, Thai drinkers also consume other alcohol beverages. The most popular types of alcohol drinks in Thailand are beer, whisky, and wine respectively. Wine appears to compete mostly with beer as a drink of choice for the vast majority of Thai alcohol beverage drinkers. Wine drinkers in Thailand are between 20-49 years of age, while the most frequent consumers, drinking at least once a week, are more likely to be at age range 30-49 years old. Both men and women appeared almost equally likely to be among the frequent drinkers, although in volume (glasses) consumed men were clearly the heavier drinkers of wine. Thai wine drinkers tend to be quite well educated, around 74 percent are university graduates.

The expansion of the U.S. wine market share in Thailand (2003/ 4.36 percent to 2004/ 6 percent by quantity of imports) indicates there is a growing market for U.S. wines, with potential for continued growth. Advertising and promotions will increase consumption of U.S. wine among the Thais.

Advantages	Challenges
Consumers consider wines to be of good for their health.	U.S. wines are generally priced above the prices of other major imports
Increase in wine consumers as a result of market expansion	High tariffs and excise tax rate
Wine prices are currently stable making consumers perceived wine as affordable products	Low awareness of U.S. wine brands
Ranking no. 5 heaviest drinkers in the world, Thailand is one of the biggest markets for alcoholic drinks	Thai-Australia FTA offers Australian wines more competitive-edge of price aspect.
Lack of local competition	Products from other exporting countries with lower price points i.e. Australia, Italy, Chile, France etc.
Thailand is a well-recognized travel destination and attractive to many travelers	
More varieties and choices of imported wines in the market	
Increased media attention to the enjoyment of wine	
Thai consumers have good perception about U.S. products	

II. Market size & structure

The health benefits of wine consumption has increasingly been focused on by the popular media, influencing Thai consumers to shift their drink choices to wine instead of other alcohol beverages. Wines are now more accessible to consumers than previously and are not just limited to wine shops, exclusive restaurants, high-end hotels. Consumers in both Bangkok and upcountry are offered more varieties of wines via extended distribution channels, particularly with the dynamic expansion of hyper and supermarkets.

Sales of Red Wine by Grape/Varietal Type 1997-2003

	1997	1998	1999	2000	2001	2002	2003
% Total Volume							
Cabernet Sauvignon	40	38	35	35	30	30	28
Merlot	30	27	25	25	25	25	22
Others	30	35	40	40	45	45	52
Total	100	100	100	100	100	100	100

Source : Euromonitor

Sales of White Wine by Grape/Varietal Type 1997-2003

	1997	1998	1999	2000	2001	2002	2003
% Total Volume							
Chardonnay	35	35	32	32	32	27	25
Sauvignon Blanc	20	20	18	18	18	15	15
Others	45	45	50	50	50	58	60
Total	100	100	100	100	100	100	100

Source : Euromonitor

Hypermarket

Hypermarkets (Tesco Lotus, Carrefour, Big C, and Makro) carry imported wines but mostly focus on low to middle-priced products. The three top countries of origin presented on their shelves are France, Australia and Italy. Hypermarkets mainly place orders with local importers and only small partial above from wholesalers. Hypermarkets mark up about 10-20 percent to reach their retail price. The availability of wines in these stores has made wine much more accessible and affordable to lower-income people, who enjoy trying new alcohol drinks. In general, hypermarkets see red wine taking a 85 percent share of their total wine sales, with over all wine sales strongly influenced by store location.

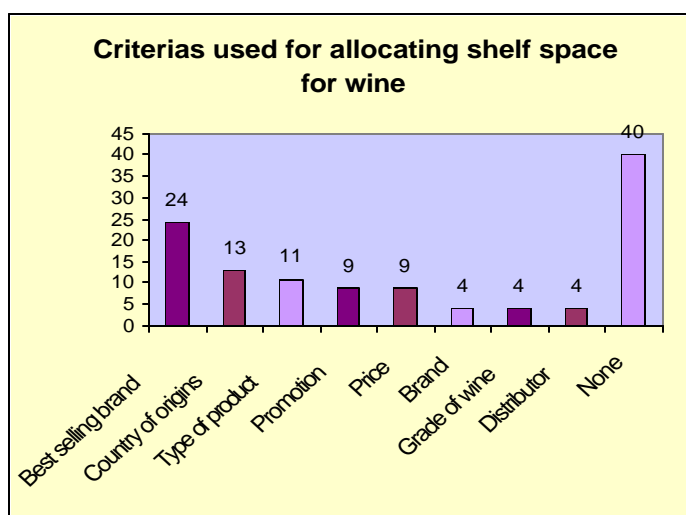
Supermarket

Supermarkets (Tops, Villa, Foodland, The Mall, and Siam Jusco) differentiate themselves from hypermarkets by focusing more on a variety of imported western foods offered in store locations targeting expatriates and high-income Thai people. These stores offer a wide selection of wine origins such as France, Australia, Chile, Italy, U.S, Spain, etc. The bestselling wine type for these stores also is red wines, with 85 percent. About 20 percent of total supermarket shelf space is occupied by U.S. wine. Most eye level shelves, the premium shelf-space, are dedicated to France, Chile and Australia. Seeing the potential of the growing wine market in Thailand, a few supermarket chains have decided to also become direct importers/wholesalers in addition to being retailers.

Percentage of wine by origins carried by supermarkets

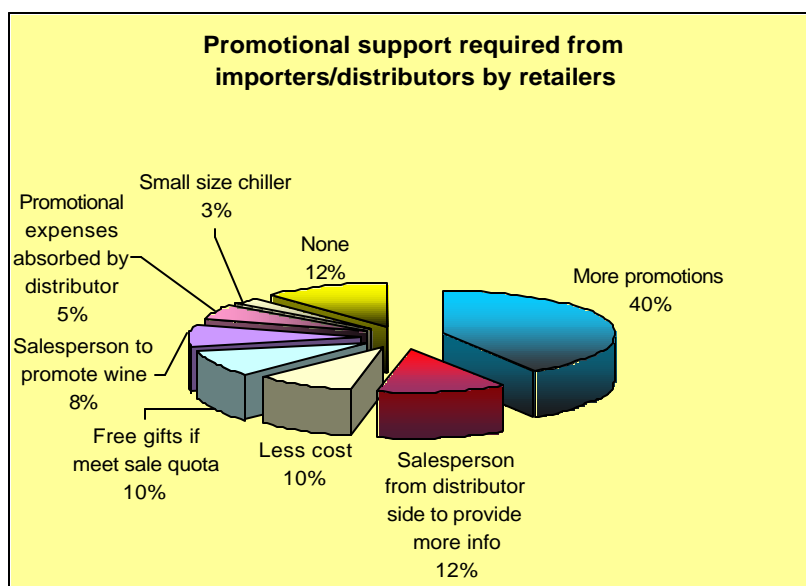
	Villa	Foodland	Tops	Siam Jusco
France	15	40	32	41
Australia	50	20	38	12
Chile	22	18	7	26
Italy	7	1	8	5
U.S.	6	13	6	6

In order to accelerate sales, in-store/retail promotion programs are usually presented as price offers (buy 2 get 1 free), premiums, and wine fairs by origins. The peak period to reap wine sales usually occurs at the end of the year for the New Years' festival. Wine gift sets are becoming popular, supported by positive articles on the health benefits of wine drinking.



Specialty Stores

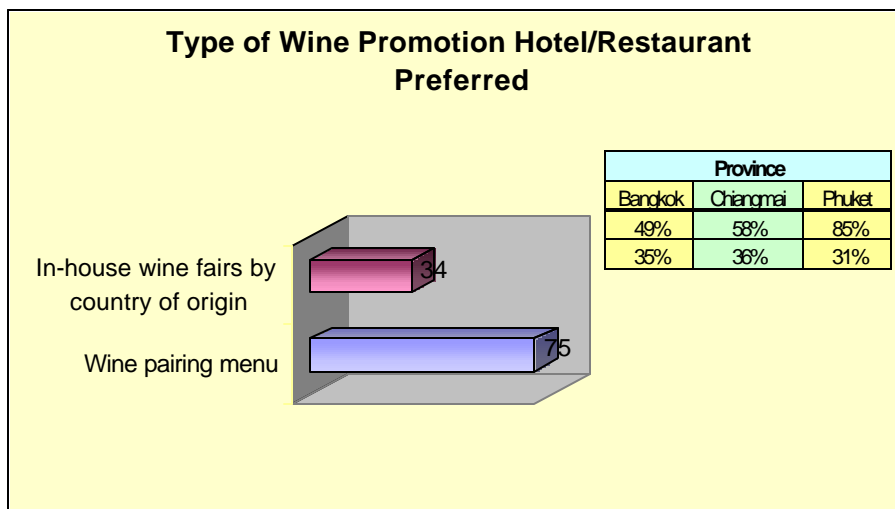
Specialty stores, wine shops, usually carry a wide range of wines from various origins. The ranges of prices focus on the middle level up to the premium level. These stores service the demands of those higher-income clientele and wine connoisseurs. Specialty stores utilize well-trained knowledgeable staff to recommend wine varietals & quality to match these consumers' preferences. This can be counted as one of the most successful tactics for them to draw customers back to buy wine from their stores. Wine tasting events and wine maker dinners are held regularly as promotional tools to provide opportunities to both customers and prospects to become acquainted with new wines and induce purchasing. Direct marketing via regular newsletters with free gift offerings to frequent buyers is also popular to introduce new products.



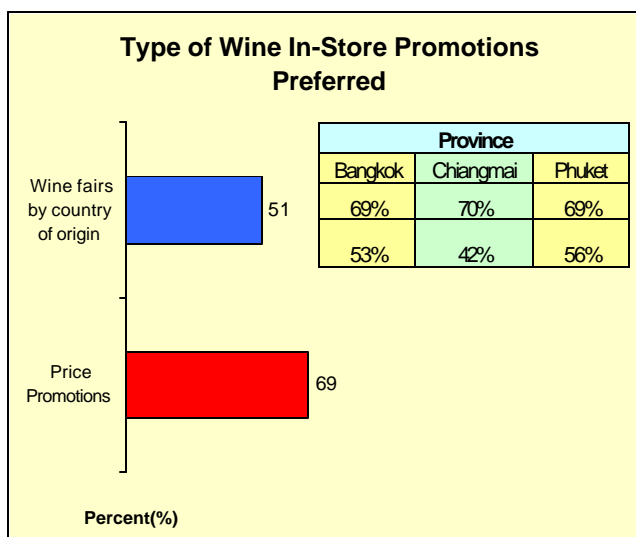
Hotel

Most importers aggressively market their wines to hotels (especially four to five star hotels) and restaurants in other tourist destinations to capture the medium and high-end markets of expatriates and tourists. Study indicates that importers/distributors normally mark up at least 100 up to 300 percent on cost for low-cost wine origins, while only 30 percent mark up is usual for U.S. wines. This explains why importers/distributors prefer to import wines from France, Chile and Australia. The promotions such as wine-pairing menus, wine of the month, in-house wine fair, and wine maker's dinner are usually used by hotels and restaurants to boost wine sales.

Country of Origin: Italy	US\$ Price Range (per bottle)	Mark up to Hotel	Estimated Hotel Mark up	Country of Origin: France	US\$ Price Range (per bottle)	Mark up to Hotel	Estimated Hotel Mark up
Importer 1	7.5-20 21-50 50+	100% 150% 150%	100% 100% 100%	Importer 1	<7.5 7.5-15 16-20 21-50 50+	100% 200% 200% 200% 300%	300% 300% 300% 300% 400%
Importer 2	7.5-15 16-20 21-50 50+	20% 25% 25% 25%	50% 50% 60% 60%	Importer 2	<7.5 7.5-15 16-20 21-50 50+	20% 30% 30% 30% 30%	40% 50% 50% 50% 60%
Country of Origin: USA	Price Range (per bottle)	Mark up to Hotel	Estimated Hotel Mark up	Country of Origin: Australia	Price Range (per bottle)	Mark up to Hotel	Estimated Hotel Mark up
Importer 1	16-20	200.%	300.%	Importer 1	7.5-15 16-20 21-50 50+	200% 200% 200% 300%	300% 300% 300% 300%
Importer 2	16-20 21-50 50+	30% 30% 30%	40% 40% 50%	Importer 2	7.5-15 16-20 21-50	25% 25% 25%	50% 50% 50%
Importer 3	16-20 21-50 50+	30% 30% 30%	100% 100% 100%				
Country of Origin: New Zealand	Price Range (per bottle)	Mark up to Hotel	Estimated Hotel Mark up	Country of Origin: Chile	Price Range (per bottle)	Mark up to Hotel	Estimated Hotel Mark up
Importer 1	50+	100%	100%	Importer 1	16-20 21-50 50+	200% 200% 200%	100% 100% 100%
Importer 2	16-20 21-50	30% 40%	50% 60%	Importer 2	<7.5 16-20 21-50	25% 30% 30%	30% 40% 50%
Country of Origin: Argentina	Price Range (per bottle)	Mark up to Hotel	Estimated Hotel Mark up	Country of Origin: South Africa	Price Range (per bottle)	Mark up to Hotel	Estimated Hotel Mark up
Importer 1	16-20 21-50 50+	100% 150% 150%	100% 100% 100%	Importer 1	16-20	200.%	300.%
Importer 2	<7.5 7.5-15 16-20 21-50	20% 30% 30% 30%	50% 50% 50% 60%	Importer 2	16-20	30%	40%



Price concerns would be most easily manipulated through sales/pricing promotions, as consumers indicated a strong affinity (69 percent) for that particular method of wine in-store promotion and the use of “wine fairs by country of origin” (51 percent) for in-store.



E-Commerce

Ordering wines online is becoming another interesting alternative for wine buyers in the near future. It provides convenience for customers on the delivery aspect. However, this selling channel is not popular among Thais as they are not familiar with buying things online. Thais love to shop around to see the physical products and their packages before they make any buying decision.

III. Market Trend

The alcohol drinks trade in Thailand is forecast to rise both in volume and value from 2004 to 2009. Despite the Asian Tsunami that hit the southern part of Thailand, tourism remains very strong, from being heavily booked in places like Bangkok, Pattaya, Samui Island and Chang Island to having availability on weekdays in places like Hua Hin, Cha am, Chiang Mai and Chiang Rai. With the cooperation of government and private sector, Phuket also recovered reasonably quickly after the tsunami.

According to trade sources, it is expected that the wine market in 2005 will grow by an additional 10-15 percent in quantity and 20-25 percent in value as more consumers are turning to drink more wines. Importers project a rather modest 10 percent increase in their wine sales for 2005-2007, given optimistic views toward the economic climate and tourism. The market for wine should continue to grow, despite same setbacks due to increased shipping costs and rigid industry regulation. The market should be able to sustain continued growth, presuming that fuel prices do not cause the global economy to stall. However, gasoline costs will continue to be a concern, as both fuel and natural gas prices continue to rise. In Thailand, there is a favorable growing trend among lower income to buy wines from the retail trade than consuming in restaurants or hotels which costs consumers more. It is quite popular in Thailand to try new trends and adopt western lifestyle components. Wine is popular among young adults and woman, especially in socializing activities.

Place/Occasion for Consuming Wine				
	Total	Province		
		Bangkok	Chiangmai	Phuket
Place/Occasion				
At parties/social functions	64%	66%	65%	61%
At home while entertaining guests	44%	52%	39%	31%
Restaurants	39%	42%	23%	50%
Bars/Clubs	27%	28%	16%	37%
At home	22%	21%	15%	31%
At friends' house	21%	21%	13%	30%
Hotels	19%	20%	11%	23%
Airplane	7%	8%	1%	10%

IV. Cost and Prices

Structure of wine duties

Under current regulations, there are 5 kinds of taxes impacting imported wine. These include the import duty, excise tax, municipal tax, health tax and value added tax. Regarding locally made wine, four of these taxes, excluding the import tariff, are applied. The following is a description of these applied taxes and the change in rates in recent years.

Import tariff: The current import tariff rate is 54 percent on CIF value or 18 baht/liter, whichever is higher. However, as of January 2005, due to the Thai -Australia FTA agreement, Thai tariffs on Australian wine falls from 54 percent to 40 percent on entry. The import duty will phase reach every year and down to zero percent by 2015.

Excise tax: In principle, the Thai Government places an excise tax on certain products, which are considered "luxury goods" (such as cars, air conditioners, gasoline, soft drinks, perfumes, etc.) and health-affected goods (i.e., liquors and tobacco products), in order to control their consumption. In reality, the Government manipulates this tax as a device for revenue generation. The excise tax has been accordingly increased from time to time when the Government needs more money. The excise tax for wine (both local and imported) from 1985-1991 was 30 baht/liter (approx. US\$ 1.20). The following is a tax chronology of revisions over the last 10 years:

- As of January 1992, the excise tax rose to 20% of what exactly (CIF)
- As of July 26, 1996 = 40%
- As of October 15, 1997 = 50%
- As of February 25, 1998 to present = 55%
- As of 27 March 2001 to present = 60%

A sharp increase in the excise tax for the last few years occurred as a result of Thailand's economic crisis. In addition to a high rate of excise tax, the current methodology in calculation causes the net excise tax to be multiplied. The calculation is discussed in the next section.

Municipal tax: This tax is collected by the Ministry of Interior as a revenue source for provincial administrations. The tax covers most of products which are subject to excise tax, including wine. The current municipal tax is 10% on the amount of excise tax.

Health tax: Health tax is 2% on the amount of excise tax

VAT: Value added tax is currently 7% on the value of the product, plus all of the other taxes (i.e.; CIF value + import duty + excise tax + municipal tax + health tax in the case of wine).

The calculation of the net duties on imported wine

Given the current tax structure, the import tariff rate is 54 percent, excise tax 60 percent, municipal tax 10 percent, health tax 2 percent and VAT 7 percent. The following are the steps used in calculating all duties levied on imported wine:

Suppose that the CIF price for a unit of imported wine = US\$ 100.00

- (1) Import duty = 54% of CIF value
= $54/100(100)$
= US\$ 54.00
- (2) Excise tax is calculated as follows:
Excise tax = excise rate {CIF value+import duty+excise tax+municipal tax}
= $60\% \{ \text{CIF} + \text{import duty} + \text{excise tax} + 10\% \text{excise tax} \}$
= $1.7647059(\text{CIF} + \text{import duty})$
= $1.7647059 (100 + 54)$
= US\$ 272.28
- (3) Municipal tax = 10% of excise tax
= $10/100 (272.28)$
= US\$ 27.22
- (4) Health tax = 2% of excise tax
= $2/100(272.28)$
= US\$ 5.44
- (5) VAT tax = $7\% \{ \text{CIF value} + \text{import duty} + \text{excise tax} + \text{interior tax} + \text{health tax} \}$
= $7/100 \{ 100 + 54.60 + 272.82 + 27.22 + 5.44 \}$
= $7/100(460.14)$
= US\$ 32.20
- (6) Total cost = CIF + Import duty + Excise tax + Interior tax + Health tax + VAT
= $100.00 + 54.60 + 272.82 + 27.28 + 5.46 + 32.20$
= US\$ 492.36

Pricing

Wine importers mark up their wholesale prices in the range of 30 up to 300 percent, depending on the business type of their retail customer.

The list below shows the average mark-ups being charged by sellers in wine market;

1. Supermarkets, Hypermarkets, Liquor Store, Department Store, Convenience Store : 20-25 percent
2. Wine Shops : 25-30 percent
3. Hotels, Restaurants, Pubs, Night Clubs : 100-300 percent

Regulatory measures on alcohol products (Licensing)

To control and monitor the domestic production and sale of alcoholic beverages, the government requires that all alcohol producers and distributors must obtain licenses issued by the Excise Department for particular activities, namely:

- (1) license for alcohol production and possession of related equipments
- (2) license for importation of more than one liter of alcohol
- (3) license for transportation of untaxed alcohol from the factory
- (4) license for transportation of more than ten liter of alcohol
- (5) license for transportation of more than one liter but less than ten liter of alcohol between specified territories (provinces),
- (6) license for selling alcohol products.

Licensed producers are required to pay all applicable taxes on alcoholic beverages produced and sold in Thailand prior to transporting the alcohol out of the factory. Excise stamps are used to indicate that the excise duties on alcohol products have been paid. Furthermore, alcohol producers are required to submit their monthly accounting statements to the Excise Department for monitoring purposes. By law, excise officials have the power to prosecute tax-evaders on both criminal and civil offences under the Thai judicial system.

Alcohol labeling

According to the Thai Industrial Standard on the production of wine from the Ministry of Industry, all wine bottles must have the following clearly imprinted on the label:

1. Type of wine such as grape wine, table wine, sparkling wine
2. Brand name
3. Alcohol concentration by degree or percentage
4. Quantity in volume
5. Warning "alcohol decreases driving ability"
6. Name of winery, factory, or importer plus address
7. Symbol of product registration (if any)

If the English language is used on labels, the meaning must be as specified above, except for (5) which must be written in Thai.

Section V: CONTACT INFORMATION

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U.S. Wine Importers

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Tel. 662-714-2531-40
Fax. 662-714-2545
Contact : Ms. Woraphan Toyingpraiboon, Marketing Manager
E-mail: woraphant@ambrosewine.com
Wineries represented: Rocky Creek, Inglenook

Bangkok Beer & Beverage Co., Ltd.
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Fax. 662-661-9448
Contact : Mr. Pongchalerm Chalermsoy, Executive Director
E-mail: pc@bbb.co.th
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Bangkok Liquor Co., Ltd.
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Fax. 662-212-6890
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Mr. Kitt S.Chaikul
Wineries represented: Wente

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Contact : Mr. Nirut Jitchai, Marketing Director
Wineries represented: Paul Masson, Talus

Cannon Pacific Co., Ltd.
188/3 Soi Sukhumvit 63 (Ekamai),
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Tel. 662-391-6318
Fax. 662-391-6320
Contact : Mr. Ekachai Mahaguna, Managing Director
Email: canpac@loxinfo.co.th
Wineries represented: Domaine St. George, Domaine Montreaux, Domaine Sonoma,
Monticello, Pacific Crest, Beringer (Founder's Estate)

Cititex Enterprises Co., Ltd.
40/29 Moo 5, Karnchanapisek Road,
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Fax. 662-895-3958
Email: cititex@cititex.co.th
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Wineries represented: Kenwood, California Wine Cellars

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Fax. 662-293-0318
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Wineries represented: Storybook Mountain Vineyards, Duckhorn Winery, Pine Ridge Winery,
Joseph Phelps Winery, Cain Five Vineyard, Cain "Concept", Far Niente, Oak Vineyards,
Estrella River Winery, Alexander Valley Vineyard, Forest Ville Vineyard, Kendall-Jackson
Vineyard, Shafer Vineyard, Coastal Ridge Vineyard, J.W. Morris Vineyard, etc

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Winery represented: E J Gallo, Andre Brut, Carlo Rossi, Boone's, Wild Vines, Rivercrest
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Winery represented: Renwood Vineyard

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Fax. 662-314-1809
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Contact : Mr. Vichai Kanchanasevee, Assistant Managing Director
Email: vanich@vanichwathana.com
Wineries represented: Robert Mondavi, Byron, Vichon, Arrow Wood, Heitz cellar, Dominus

V&K Inter Group Company
1662/1, 5-7 Floor, Seree 4 Road,
Suanluang, Bangkok 166250
Tel. 662-720-1324-9
Fax. 662-720-3460-1
Mr. Kittipong Dechaampai, Managing Director
Wineries represented: Concannon, Canyon Oak, Murrieta's Well, California Collection

Wine & Spirit Trading Co., Ltd.
Muangphol Building, 931/8 Rama 1 Road,
Pathumwan, Bangkok 10330
Tel. 662-216-0390-1
Fax. 662-612-3490
Mr. Krit Tantasathien, Director
Wineries represented: Franzier, California Wine, Fox Horn

Wine Shop

Silom Cellar Co.,Ltd.
191 Silom Complex Building
2nd Flr, Silom Road
Bangkok, 10500
Tel : 662-231-3259
Fax : 662-231-3179
Contact : Orada Nonthasingh, Owner

Wine Gallery
9/8 Sukhumvit Soi 44
Klongton, Klongtoey
Tel : 662-261-4602
Fax : 662-261-4536
Contact : Ms. Wantana Loakulrak, General Manager

Wine Cellar (Thailand) Co.,Ltd.
90 Fifty Fifth Plaza Bldg.
Sukhumvit 55, Prakanong
Bangkok 10110
Tel : 662-381-0699
Fax : 662-714-9823
Contact : Mr. Uthorn Budhijalananda, Managing Director

Hotels and Resorts

Amari Watergate Hotel
847 Petchburi Rd.
Pratunam, Rajthevi
Bangkok
Tel : 662-653-9000
Fax : 662-653-9045
Contact : Mr. Sanjog Modgil, Director of Food & Beverage
E-mail : fb@atrium.amari.com
Website : www.amari.com

Amari Atrium Hotel
1880, New Petchburi Road,
Huay Kwang, Bangkok
Bangkok 10320
Tel: 662-718-2000
Fax: 662-718-2004
Contact: Mr. Sanjog Modgil, Director of Food & Beverage
E-mail : fb@atrium.amari.com
Website: www.amari.com

Bangkok Marriott Resort and Spa Hotel
257 Charoennakorn Road,
Bangkok 10600
Tel: 662-476-0022
Fax: 662-477-0811
Contact: Russell Paine, Director of Food & Beverage
Contact : John Westoby, Director of Operations

E-mail : jwestoby@minornet.com
Website: www.marriottthotels.com/bkkth

Banyan Tree Bangkok
21/100 South Sathorn Road,
Sathorn, Bangkok 10120
Tel: 662-679-1200
Fax: 662-679-1188
Contact: Scott Murray, Director of Food and Beverage
E-mail: scott.murray@banyantree.com
Website: www.banyantree.com

Conrad Hotel
All Seasons Place,
87 Wireless Road,
Bangkok 10330
Tel: 662-690-9999
Fax: 662-690-9000
Contact: Nattapol Khajornsripitak, Executive Assistant Manager
E-mail: nattapol@conradbangkok.com
Website: www.conradhotels.com

Dusit Thani Hotel
946 Rama IV Road,
Bangkok 10500
Tel: 662-236-9999
Fax: 662-236-6400
Contact: Thitikorn Pitchan, Assistant F&B Manager
E-mail: thitikorn.d@dusit.com
Website: www.dusit.com

The Metropolitan
27 South Sathorn Road,
Tungmahamek, Sathorn
Bangkok 10120
Tel : 662-625-3333
Fax: 662-625-3392
Contact : Mr. Warren Lucas, Director of Restaurants
E-mail : warrenlucas@metropolitan.como.biz
Website : www.metropolitan.como.biz

Four Seasons Hotel
155 Rajadamri Road,
Bangkok 10330
Tel: 662-250-1000
Fax: 662-253-9195
Contact: Lubosh Barta, Director of Food and Beverage
E-mail: lubosh.barta@fourseasons.com
Website: www.fourseasons.com/bangkok

Grand Hyatt Erawan Bangkok
494 Rajdamri Road,
Bangkok 10330
Tel: 662-254-1234

Fax: 662-254-6286
Contact: Chris Conway, Director of Food and Beverage
E-mail: chris.Conway@hyattintl.com
Website: www.bangkok.hyatt.com

Intercontinental Bangkok Hotel
973 Ploenchit Rd., Lumpini
Bangkok 10330
Tel : 662-656-0444
Fax : 662-656-0555
Contact : Kym Barter
E-mail: kym_barter@interconti.com
Website: <http://bangkok.intercontinental.com/>

JW Marriott Hotel
4 Sukhumvit Road, Soi 2,
Bangkok 10110
Tel: 662-656-7707
Fax: 662-656-7711
Contact: Mr. Stefan Gruber, Food and Beverage Director
E-mail: Stefan.gruber@marriotthotels.com
Website: www.marriott.com

Montien Hotel Bangkok
54 Surawongse Road
Bangkok 10500
Tel : 662-233-7060
Fax : 662-234-8060
Contact : Mr. Piyawin Sukondhavich
E-mail: fbkk@montien.com
Website : www.montien.com

Peninsula Hotel
333 Charoennakom Road
Klongsan Bangkok 10600
Tel: 662-861-2888
Fax: 662-861-1112
Contact: Mr. Joseph Sampermans, Director of Food and Beverage
E-mail : jsampermans@penninsula.com
Website: <http://bangkok.peninsula.com>

Royal Orchid Sheraton Hotel
2 Captain Bush Lane, New Road,
Siphya, Bangkok 10500
Tel: 662-266-0123
Fax: 662-236-8320
Contact: Dario Orsini, Director of Food and Beverage
E-mail : Dario.orsini2@sheraton.com
Website: www.royalorchidsheraton.com/

Shangri-La Hotel
89 Soi Wat Suan Plu,
New Road, Bangrak,
Bangkok 10500

Tel: 662-236-7777
Fax: 662-236-8579
Contact: Mr. Thomas Schmitt-Glaeser, Director of Food and Beverage
E-mail : Thomas.Schmitt-glaeser@shangri-la.com
Website: www.shangri-la.com

Sheraton Grande Sukhumvit Hotel
250 Sukhumvit Road
Bangkok 10110
Tel: 662-653-0333
Fax 662-653-0400
Contact: Dennis J. Thouvard, Director of Food and Beverage
E-mail : denis.thouvard@starwoodhotels.com
Website: www.sheratongrandesukhumvit.com

Sofitel Central Plaza Hotel
1695 Phaholyothin Rd,
Chatuchak, Bangkok 10900
Tel: 662-541-1234
Fax: 662-541 1087
Contact: Wuthisak Pichayagan, Food and Beverage Manager
E-mail : fboffice@chr.co.th
Website: www.centralhotelsresorts.com

Sukhothai Hotel
13/3 South Sathorn Road,
Bangkok 10120,
Tel: 662-344-8888
Fax: 662-287-4980
Contact: Anne-Marie Houston, Executive Assistant Manager of Food and Beverage
E-mail : anne-marie@sukhothai.com
Website: www.sukhothai.com

Tawana Ramada Hotel
80 Surawongse Rd.
Bangkok
Tel : 662-236-0361
Fax : 662-236-3738
Contact : Mr. Chatchawarn Hiranyaman
E-mail : tw99@tawanahotel.com
Website : www.tawanahotel.com

The Oriental Hotel
The Oriental, Bangkok 48 Oriental Avenue,
Bangkok 10500
Tel: 662-659-9000
Fax: 662-659 0000
Contact: Eric Weber, F&B Manager
E-mail : ericw@mohg.com
Website: www.mandarin-oriental.com/bangkok

Restaurants

13 Coins Restaurant
13 Coins Towers Ltd.
525/3 Ratchadapisek Road,
Huaykwang, Bangkok 10310
Tel: 662-274-1219
Fax: 662-274-1218
Contact: Somchai Nitiwanakul, Managing Director

Bourbon St. Bar and Restaurant
Texxan Co., Ltd.
29/4-6 Behind Washington Theatre
Sukhumvit Soi 22,
Bangkok 10110
Tel: 662-259-0328/9
Fax: 662-259-4318
Contact: Douglas B. Harrison, Managing Director
Website: www.bourbonstbkk.com

Hamilton's Steak House
Dusit Thani Hotel
946 Rama IV Road,
Bangkok 10500
Tel: 662-236-9999
Fax: 662-236-6400
Contact: Thitikorn Pitchan, Assistant F&B Manager

Hard Rock Café
424/1, 424/3-6 Siam Square Soi 11
Pathumwan, Bangkok 10330
Tel: 662-251-0792/94
Fax: 662-254-0832
Contact: James Choong, General Manager
Website: www.hardrockcafe.co.th

Outback Steakhouse
OBS Restaurant Thailand Limited.
2nd Floor Siam Discovery Centre
Rama 1 Road, Pathumwan
Bangkok 10330
Tel: 662-658-0202
Fax: 662-658-0204
Contact: Ajay Verma, Proprietor

Neil's Tavern Restaurant
58/4 Soi Ruam Rudee,
Wireless Road, Bangkok 10330
Tel: 662-256-6874-6
Fax: 662-650-9740
Contact: Pipat Pitsanusakorn, Managing Director

New York Steakhouse
2nd Floor, JW Marriott Hotel

4 Sukhumvit Road, Soi 2,
Bangkok 10110
Tel: 662-656-7707
Fax: 662-656-7711
Contact: Mr. Stefan Gruber, Food and Beverage Director

Park Avenue Steak House
Panumas Marketing & Distribution Co., Ltd.
G/F, Mercury Tower,
540 Ploenchit Road,
Bangkok 10330
Tel: 662-658-7722/3
Fax: 662-658-7892
Contact: Panumas Pornvarakorn, Proprietor

Roses Are Red (Steak and Seafood Restaurant)
413/5 Sukhumvit Soi 55
(Between Thonglor 23-25) Bangkok
Tel: 662-392-1881-2
Fax: 662-392-4530
Contact: Triphong Kohengkul, Managing Director

S & P Syndicate Public Company Limited
457-457/6 Soi Sukhumvit 55 Vadhana
Bangkok 101110
Tel: 662-381-3412
Fax: 662-381-2790

Seafood Palace International (Seafood Market and Restaurant)
Euro Emporium Co., Ltd.
348 Sukhumvit Road., Asoke Sq.,
Bangkok 10110
Tel: 662-653-1145-8, 653-3900/5
Fax: 662-653-1149
Contact: Nucha Kathapithak, General Manager

Tony Roma's
Mas Millennium (Thailand) Ltd.
87 Sukhumvit Road, Ground Floor,
Nai Lert Building
Klongtoey, Wattana
Bangkok 10110
Tel: 662-254-2912
Fax: 662-254-1326
Contact: Raymond Chow, General Manager

Government Sector

The Customs Department
1 Soonthornkosa Road
Klongtoey, Bangkok 10110
Tel : 662-2490431-40

Excise Department
1488 Nakornchaisri Road
Dusit, Bangkok 10300
Tel : 662-246-5600-19

End of Report